

Pittsburgh's Strategy

B1G1F PROMOTION:

- * Ship to retail week of 3/17/97.
- * All VAP accounts.
- * Key supermarket chains.

B1G1F Display Load (total product)

	<u>Packs</u>	<u>Cartons</u>	
Doral FF 100 Box	2	4	includes gratis
Doral LT 100 Box	2	4	includes gratis

Supermarket Chains included:

Weis (152)	Giant Eagle (54)	Skozio's (6)
Giant (71)	Riser (41)	Friedman's (6)
Finast (45)	Riverside/Bi-Lo (79)	Firestone (10)
Fox's Mkts. (4)	Dave's Supermkts (4)	Boyers (6)
Festival Food (8)	Village Sparkle (6)	Comet (6)
Geyer's (6)	F. W. Albrecht (33)	Laneco (22)
Karn's (6)	Fisher Foods (6)	Redners (18)
Nell's (10)	Columbiana Foods (4)	MGI (42)
Country Counter (7)	Vic's Shop N Save (6)	

2-19-97

This was sent to René from Pittsburgh with
the hope that René could place of each Style
store through Tops for Finast. Per RSM,
WJ Roth will not honor Pittsburgh's Request!

51845 7305

DORAL BOX 100

STYLES: Doral Full Flavor Box 100
Doral Light Box 100

DISTRIBUTION OBJECTIVES: 90% + by end of 2nd Quarter

TIMETABLE:

1st Order Date to Direct Accounts (standard product) 1/27/97

1st Ship Date to Direct Accounts (standard product) 1/28/97

1st Order Date to Direct Accounts for B1G1F product 2/10/97

1st Ship Date to Direct Accounts for B1G1F product 3/3/97

PROMOTIONS:

- * Introductory Program.
- * Prebooking Allowance - .25 cents carton on all Box styles.

	<u>Pack Outlets</u>	<u>Ctn Outlets</u>
Doral FF Box	2	3
Doral LT Box	2	3
Doral FF Box 100	3	7
Doral LT Box 100	3	7
Total	10	20

- * Place in temporary display (4 carton shipper display) - pack outlets.
- * Sticker/coupon according to ceiling strategy or .20 cents if no competitive activity (done by direct account).
- * Begin prebooking now for shipment beginning 2/17/97.

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